

WHAT IS CLAIMED IS:

1. A system for providing substantially real-time access to collected information concerning user interaction with a web page of a website, the system comprising:

first software associated with the web page operable to collect information concerning user interaction with the web page; and

second software associated with the web page operable to:

receive, from a website owner who has accessed the web page using a web browser and while the web page is viewable within a browser window of the web browser, input indicating a desire to access the collected information concerning user interaction with the web page;

determine whether the website owner is authorized to access the collected information concerning user interaction with the web page; and

if the website owner is authorized to access the collected information concerning user interaction with the web page:

generate a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the web page; and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the web page, present the viewable user interface to the web site owner while the web page is viewable within the browser window of the web browser.

2. The system of Claim 1, wherein the second software is operable to:

receive a password from the website owner; and

to determine whether the website owner is authorized to access the collected information concerning user interaction with the web page, determine whether the password received from the website owner is valid.

3. The system of Claim 1, wherein the second software is operable to: receive, from the website owner, one or more specified filter criteria applicable to the collected information concerning user interaction with the web page; and

filter the collected information concerning user interaction with the web page according to the specified filter criteria such that the website owner is presented only particular collected information concerning user interaction with the web page matching the specified filter criteria.

4. The system of Claim 3, wherein at least one of the filter criteria comprises a time frame associated with the collected information concerning user interaction with the web page.

5. The system of Claim 1, wherein the collected information concerning user interaction with the web page is user traffic information.

6. The system of Claim 1, wherein the collected information concerning user interaction with the web page is user feedback information concerning the web page.

7. The system of Claim 6, wherein the second software is operable, if the website owner is authorized to access the collected user feedback information, to:

generate a report of the collected user feedback information; and

present the report to the website owner to provide the website owner access to the collected user feedback information while the web page is viewable within the browser window of the web browser.

8. The system of Claim 7, wherein the report comprises one or more of:
a first display of a time frame associated with the collected user feedback
information;

a second display providing an overview of the collected user feedback
information; and

a third display of one or more sliding bars that each correspond to a particular
type of collected user feedback information and indicate percentages of negative,
neutral, and positive user feedback information of the corresponding particular type of
collected user feedback information.

9. The system of Claim 7, wherein the report comprises a display window
operable to display one or more of:

one or more charts of one or more general or specific user ratings of the web
page;

user comments regarding the web page; and

one or more survey displays of user answers to one or more explicit questions
regarding the web page.

10. The system of Claim 1, wherein the input indicating a desire to access
the collected information concerning user interaction with the web page comprises
entry of one or more particular keystrokes using a keyboard.

11. The system of Claim 1, wherein:

the web page comprises a first web page;

the website comprises one or more other web pages in addition to the first web page; and

the second software is further operable to:

receive, from the website owner, a specification of one or more of the other web pages; and

provide the website owner access from the first web page to collected information concerning user interaction with the specified other web pages in addition to the collected information concerning user interaction with the first web page.

12. A method for providing substantially real-time access to collected information concerning user interaction with a web page of a website, the method comprising:

collecting information concerning user interaction with the web page;

receiving, from a website owner who has accessed the web page using a web browser and while the web page is viewable within a browser window of the web browser, input indicating a desire to access the collected information concerning user interaction with the web page;

determining whether the website owner is authorized to access the collected information concerning user interaction with the web page; and

if the website owner is authorized to access the collected information concerning user interaction with the web page:

generating a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the web page; and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the web page, presenting the viewable user interface to the web site owner while the web page is viewable within the browser window of the web browser.

13. The method of Claim 12, comprising:

receiving a password from the website owner; and

to determine whether the website owner is authorized to access the collected information concerning user interaction with the web page, determining whether the password received from the website owner is valid.

14. The method of Claim 12, comprising:

receiving, from the website owner, one or more specified filter criteria applicable to the collected information concerning user interaction with the web page; and

filtering the collected information concerning user interaction with the web page according to the specified filter criteria such that the website owner is presented only particular collected information concerning user interaction with the web page matching the specified filter criteria.

15. The method of Claim 14, wherein at least one of the filter criteria comprises a time frame associated with the collected information concerning user interaction with the web page.

16. The method of Claim 12, wherein the collected information concerning user interaction with the web page is user traffic information.

17. The method of Claim 12, wherein the collected information concerning user interaction with the web page is user feedback information concerning the web page.

18. The method of Claim 17, comprising, if the website owner is authorized to access the collected user feedback information:

generating a report of the collected user feedback information; and

presenting the report to the website owner to provide the website owner access to the collected user feedback information while the web page is viewable within the browser window of the web browser.

19. The method of Claim 18, wherein the report comprises one or more of:
a first display of a time frame associated with the collected user feedback information;

a second display providing an overview of the collected user feedback information; and

a third display of one or more sliding bars that each correspond to a particular type of collected user feedback information and indicate percentages of negative, neutral, and positive user feedback information of the corresponding particular type of collected user feedback information.

20. The method of Claim 18, wherein the report comprises a display window operable to display one or more of:

one or more charts of one or more general or specific user ratings of the web page;

user comments regarding the web page; and

one or more survey displays of user answers to one or more explicit questions regarding the web page.

21. The method of Claim 12, wherein the input indicating a desire to access the collected information concerning user interaction with the web page comprises entry of one or more particular keystrokes using a keyboard.

22. The method of Claim 12, wherein:

the web page comprises a first web page; and

the website comprises one or more other web pages in addition to the first web page;

the method comprising:

receiving, from the website owner, a specification of one or more of the other web pages; and

providing the website owner access from the first web page to collected information concerning user interaction with the specified other web pages in addition to the collected information concerning user interaction with the first web page.

23. Software for providing substantially real-time access to collected information concerning user interaction with a web page of a website, the software embodied in media and when executed operable to:

receive, from a website owner who has accessed the web page using a web browser and while the web page is viewable within a browser window of the web browser, input indicating a desire to access collected information concerning user interaction with the web page;

determine whether the website owner is authorized to access the collected information concerning user interaction with the web page; and

if the website owner is authorized to access the collected information concerning user interaction with the web page:

generate a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the web page; and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the web page, present the viewable user interface to the web site owner while the web page is viewable within the browser window of the web browser.

24. The software of Claim 23, operable to:

receive a password from the website owner; and

to determine whether the website owner is authorized to access the collected information concerning user interaction with the web page, determine whether the password received from the website owner is valid.

25. The software of Claim 23, operable to:

receive, from the website owner, one or more specified filter criteria applicable to the collected information concerning user interaction with the web page; and

filter the collected information concerning user interaction with the web page according to the specified filter criteria such that the website owner is presented only particular collected information concerning user interaction with the web page matching the specified filter criteria.

26. The software of Claim 25, wherein at least one of the filter criteria comprises a time frame associated with the collected information concerning user interaction with the web page.

27. The software of Claim 23, wherein the collected information concerning user interaction with the web page is user traffic information.

28. The software of Claim 23, wherein the collected information concerning user interaction with the web page is user feedback information concerning the web page.

29. The software of Claim 28, operable, if the website owner is authorized to access the collected user feedback information, to:

generate a report of the collected user feedback information; and

present the report to the website owner to provide the website owner access to the collected user feedback information while the web page is viewable within the browser window of the web browser.

30. The software of Claim 29, wherein the report comprises one or more of:

a first display of a time frame associated with the collected user feedback information;

a second display providing an overview of the collected user feedback information; and

a third display of one or more sliding bars that each correspond to a particular type of collected user feedback information and indicate percentages of negative, neutral, and positive user feedback information of the corresponding particular type of collected user feedback information.

31. The software of Claim 29, wherein the report comprises a display window operable to display one or more of:

one or more charts of one or more general or specific user ratings of the web page;

user comments regarding the web page; and

one or more survey displays of user answers to one or more explicit questions regarding the web page.

32. The software of Claim 23, wherein the input indicating a desire to access the collected information concerning user interaction with the web page comprises entry of one or more particular keystrokes using a keyboard.

33. The software of Claim 23, wherein:

the web page comprises a first web page; and

the website comprises one or more other web pages in addition to the first web page;

the software operable to:

receive, from the website owner, a specification of one or more of the other web pages; and

provide the website owner access from the first web page to collected information concerning user interaction with the specified other web pages in addition to the collected information concerning user interaction with the first web page.

34. A system for providing substantially real-time access to collected information concerning user interaction with a web page of a website, the system comprising:

means for collecting information concerning user interaction with the web page; and

means for receiving, from a website owner who has accessed the web page using a web browser and while the web page is viewable within a browser window of the web browser, input indicating a desire to access the collected information concerning user interaction with the web page;

means for determining whether the website owner is authorized to access the collected information concerning user interaction with the web page; and

means for, if the website owner is authorized to access the collected information concerning user interaction with the web page:

generating a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the web page; and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the web page, presenting the viewable user interface to the web site owner while the web page is viewable within the browser window of the web browser.